



Virginia Sesquicentennial of the American Civil War

**VA Sesquicentennial of the American Civil War Commission/ Virginia Tourism Corporation
Sesquicentennial Tourism Marketing Program**

The Virginia Sesquicentennial of the American Civil War Commission (the Commission) and the Virginia Tourism Corporation (VTC) have created a special American Civil War Sesquicentennial Tourism Marketing Program. This program will help Virginia community organizations, working in partnership with the local tourism industry, in promoting the commemoration of the 150th anniversary of the American Civil War. The objectives of this program are to support the goals of the Commission, to leverage limited marketing dollars, and to extend the VTC Marketing Campaign, all resulting in increased visitor spending. A minimum of three Virginia entities must partner financially in the application, with one partner being the Virginia Sesquicentennial Local Committee.

Goals of the Virginia Sesquicentennial Commission	The following guidelines will be used in evaluating applications for the Sesquicentennial Tourism Marketing Program
<p>Diversity: The commemoration will be inclusive of, and meaningful to, all Virginians, particularly:</p> <ul style="list-style-type: none"> • Diverse racial and ethnic groups • Citizens who are new to this country and those who do not have a hereditary link to the American Civil War • Young people and others seeking to understand the relevance of the American Civil War to today's society. <p>Inclusiveness: The commemoration will seek to portray a fair and balanced story of Virginia's participation in the American Civil War that includes African-American, Union, and Confederate perspectives.</p> <p>Education: The commemoration will include a strong education component designed to ignite a renewed interest in Virginia's historical heritage. Opportunities will be provided to re-examine the lessons of the past and the legacies of the Civil War to understand how they affect the present and only continue to shape our future.</p> <p>Permanence: The commemoration will imprint Virginia history and leave a positive and rich legacy well beyond 2015.</p>	<p><u>PROGRAM DESCRIPTION</u></p> <ul style="list-style-type: none"> ○ How will this program support and further the Commission's goals of diversity, inclusiveness, education and permanence? ○ How does the program include a balanced depiction of the Union, Confederate and African-American perspectives of the Civil War? ○ What do you want to accomplish? ○ What are the goals for your program? ○ Who are your partners and what is their role and financial commitment? ○ Include a list of local committee member with titles and affiliations noted, and minutes of committee meetings, if maintained. ○ Include a resolution or other documentation from the local governing body creating or recognizing the local sesquicentennial committee. <p><u>PROGRAM CONTENT</u></p> <ul style="list-style-type: none"> ○ Who is your target market and audience? ○ Why did you choose this market? ○ What research supports your interest in this market? ○ What is your message that will cut through the clutter and encourage action? ○ How does the message communicate inclusiveness and diversity? ○ What resources do you have and need to reach the target market? ○ What is your marketing plan to reach the target market? ○ Is the marketing plan detailed, with specific timelines? ○ Does the program efficiently use resources? ○ Does the program support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities? <p><u>PERFORMANCE MEASUREMENT</u></p> <ul style="list-style-type: none"> ○ Have you clearly listed your objectives, desired outcomes, and demonstrated how you have leveraged dollars? ○ Have you clearly stated your targets and established realistic baseline numbers for new programs? ○ How will you know if you have reached your target audience? ○ How will you track the follow up to - and effectiveness of - your marketing? ○ How will you report the effectiveness of your program to the Commission and the Virginia Tourism Corporation? ○ Is there a sustainability plan to continue the program after the funding cycle? ○ Is there a plan for implementing the program if requested funding is not fully awarded?
<p>Funding Available</p> <p>Awards up to \$5,000.00 on a 1:1 match.</p> <p>Reimbursable upon documentation.</p> <p>Application Deadline is March 15, 2012</p>	

Please visit <http://www.vatc.org/PAM/STMprog.asp> or scan the QR Code for further information. Subscribe to the VTC Dashboard for announcements of the VTC funding programs and other VTC information. For more information visit <http://www.vatc.org/newsletter/newsletter.asp>.

